

Amendments to the Claims:

This listing of claims will replace all prior versions of claim in the application:

1. (Currently amended) A non-woven material comprising:
 - a) a web of fibers; and
 - b) an emulsion binder comprising a colloid-stabilized, tap water-dispersible polymer, wherein said colloid-stabilized, tap water-dispersible polymer ~~which~~ is non-dispersible in aqueous solutions containing 0.5 weight percent or more of an inorganic salt, and wherein said colloid-stabilized, tap water-dispersible polymer comprises from 1 to 100 percent by weight of a hydrophilic monomer selected from the group consisting of acidic monomers containing a carboxylic acid moiety, dicarboxylic acid moiety, a sulfonic acid moiety, or combinations thereof, and from 0 to 99 percent by weight of at least one non-hydrophilic monomer selected from the group consisting of (meth)acrylates, maleates, (meth) acrylamides, vinyl esters, and combinations thereof, wherein said polymer has a Tg of from -40°C to +105°C, and wherein said binder comprises an aqueous emulsion residue which exhibits salt sensitive dispersibility in tap water.
2. (Original) The non-woven material of claim 1 wherein said fibers have a length of less than 5 cm.
3. (Original) The non-woven material of claim 1 wherein said fibers have a length of less than 2 cm.
4. (Original) The non-woven material of claim 1 comprising 50 to 98 percent by weight of fibers.
5. (Original) The non-woven material of claim 1 comprising 70 to 85 percent by weight of fibers.

6. (Original) The non-woven material of claim 1 wherein said material has a binder add-on of from 2 to 50 percent by weight.
7. (Canceled)
8. (Original) The non-woven material of claim 1 wherein said binder further comprises at least one component selected from the group consisting of plasticizers, tackifiers, fillers, humectants, surfactants, salts, fragrances, pigments, titanium dioxide, and encapsulated components.
9. (Original) The non-woven material of claim 1 having a web basis weight of from 20 to 200 gsm.
10. (Original) A non-woven article comprising the non-woven material of claim 1.
11. (Original) The non-woven article of claim 9 further comprising a lotion containing at least one ingredient selected from the group consisting of sodium chloride solution, preservatives, boric acid, bicarbonates, moisturizers, emollients, surfactants, humectants, alcohols, water, and fragrances.
12. (Original) The non-woven article of claim 9 further comprising at least 0.5 percent by weight of inorganic salt, or a mixture of inorganic salts.
13. (Previously presented) The non-woven material of claim 1, wherein said material has a wet tensile strength in 3 percent aqueous inorganic salt solution of at least 100 g/in, and a wet tensile strength in tap water of at least 40 g/in.
14. (Currently amended) A non-woven material consisting of:
 - a) a web of fibers; and
 - b) an emulsion binder comprising a colloid-stabilized, tap water-dispersible polymer, wherein said colloid-stabilized, tap water-dispersible polymer ~~which~~ is non-dispersible in

aqueous solutions containing 0.5 weight percent or more of an inorganic salt, and wherein said colloid-stabilized, tap water-dispersible polymer comprises from 1 to 100 percent by weight of a hydrophilic monomer selected from the group consisting of acidic monomers containing a carboxylic acid moiety, dicarboxylic acid moiety, a sulfonic acid moiety, or combinations thereof, and from 0 to 99 percent by weight of at least one non-hydrophilic monomer selected from the group consisting of (meth)acrylates, maleates, (meth) acrylamides, vinyl esters, and combinations thereof, wherein said polymer has a Tg of from -40°C to +105°C, and wherein said binder consists of an aqueous emulsion residue which exhibits salt sensitive dispersibility in tap water.

15. (Currently amended) An airlaid non-woven material comprising:

- a) a web of fibers, including wood pulp fibers which have a length of less than 2 cm; and
- b) an emulsion binder comprising a colloid stabilized, tap water-dispersible polymer, wherein said colloid-stabilized, tap water-dispersible polymer which is non-dispersible in aqueous solutions containing 0.5 weight percent or more of an inorganic salt, and wherein said colloid-stabilized, tap water-dispersible polymer comprises from 1 to 100 percent by weight of a hydrophilic monomer selected from the group consisting of acidic monomers containing a carboxylic acid moiety, dicarboxylic acid moiety, a sulfonic acid moiety, or combinations thereof, and from 0 to 99 percent by weight of at least one non-hydrophilic monomer selected from the group consisting of (meth)acrylates, maleates, (meth) acrylamides, vinyl esters, and combinations thereof, wherein said polymer has a Tg of from -40°C to +105°C, and wherein said binder consists of an aqueous emulsion residue which exhibits salt sensitive dispersibility in water.

16. (Previously presented) The airlaid non-woven material according to claim 15, wherein the web includes wood pulp fibers which have a length of less than 0.5 cm.

17. (New) A non-woven material comprising:

- a) a web of fibers; and
- b) an emulsion binder which includes an aqueous, colloid-stabilized emulsion residue which comprises from 1 to 100 percent by weight of a hydrophilic monomer and from

0 to 99 percent by weight of at least one non-hydrophilic monomer, wherein said hydrophilic monomer and said hydrophobic monomer are selected and present in amounts such that the aqueous, colloid-stabilized emulsion residue is dispersible in water, yet non-dispersible in aqueous solutions containing 0.5 weight percent or more of an inorganic salt.

18. (New) The nonwoven material according to claim 17, wherein the hydrophilic monomer is selected from the group consisting of an acidic monomer containing a carboxylic acid moiety, dicarboxylic acid moiety, a sulfonic acid moiety, or combinations thereof.
19. (New) The nonwoven material according to claim 17, wherein the hydrophilic monomer is selected from the group consisting of acrylic acid, methacrylic acid, and combinations thereof.
20. (New) The nonwoven material according to claim 17, wherein the non-hydrophilic monomer is selected from the group consisting of (meth)acrylates, maleates, (meth)acrylamides, vinyl esters, and combinations thereof.
21. (New) The nonwoven material according to claim 17, wherein the non-hydrophilic monomer includes (meth)acrylates.